

## Patent Claims

- 5        1.    A print product comprising a substrate, a layer of an offset printing ink applied imagewise, a primer layer, and a top layer of a UV-curable overprint varnish, wherein the primer layer comprises platelet-shaped particles.
- 10       2.    A print product according to claim 1, wherein the particles are colorless or are non-hiding after drying.
3.    A print product according to claim 1, wherein the length or width of the particles is 1 to 1000  $\mu\text{m}$  and the thickness is 0.05 to 10  $\mu\text{m}$ .
- 15       4.    A print product according to claim 1, wherein the particles comprise kaolin, natural or synthetic mica, talc, titanium dioxide, aluminum oxide, glass or wax.
- 20       5.    A print product according to claim 1, wherein the platelet-shaped particles are effect pigments.
6.    A print product according to claim 5, wherein the effect pigments are pearlescent pigments based on a silicate material or are  $\text{Fe}_2\text{O}_3$  platelets or  $\text{Al}_2\text{O}_3$  platelets with one or more coatings of one or more metal oxides.
- 25       7.    A print product according to claim 5, wherein the effect pigments are pearlescent pigments based on natural or synthetic mica, talc, sericite, or kaolin,  $\text{SiO}_2$  platelets, glass platelets,  $\text{Fe}_2\text{O}_3$  platelets or  $\text{Al}_2\text{O}_3$  platelets with one or more coatings of rare-earth metal sulfides, or with one or more colored or colorless metal oxides selected from the group consisting of titanium dioxide, titanium suboxide, titanium
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oxynitride, pseudobrookite,  $\text{Fe}_2\text{O}_3$ ,  $\text{Fe}_3\text{O}_4$ ,  $\text{SnO}_2$ ,  $\text{Cr}_2\text{O}_3$ ,  $\text{ZnO}$ ,  $\text{CuO}$ ,  
and  $\text{NiO}$ , and a mixture thereof.

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8. A print product according to claim 1, wherein the varnish layer  
comprises platelet-shaped particles.

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9. A print product according to claim 1, wherein the primer layer  
comprises pearlescent pigments based on mica, and the varnish layer  
comprises particles which are colorless or non-hiding after drying.

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10. A print product according to claim 1, wherein the offset ink, the primer  
layer and the varnish layer comprises effect pigments.

11. A print product according to claim 1, wherein the primer layer is  
chemically curable and comprises at least one crosslinking agent.

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12. A print product according to claim 1, wherein the primer layer is a  
water based primer layer.

13. A print product according to claim 1, wherein the particles comprise  
mica.

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14. A print product according to claim 1, wherein the varnish layer  
comprises platelet-shaped particles that are larger than the particles  
in the primer layer.

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15. A process for preparing a print product that is according to claim 1,  
comprising printing the substrate in-line by offset printing, then coating  
the support with the primer and then with the varnish.

16. A process according to claim 15, wherein the primer layer is a water-  
based primer layer.

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17. A process according to claim 15, wherein the primer comprises platelet-shaped pigments or effect pigments which are transparent or non-hiding after drying.
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18. A process according to claim 15, wherein the offset printing ink, the primer and/or the UV varnish comprises effect pigments.
19. A food or cosmetic product packaging comprising a print product according to claim 1.
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20. A folding box comprising a print product according to claim 1.

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